

# A STUDY ON PROBLEMS IN SERVICES PROVIDED BY THE OFFICE OF GENERAL EDUCATION AND INNOVATIVE ELECTRONIC LEARNING, SUAN SUNANDHA RAJABHAT UNIVERSITY

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## ABSTRACT

The objectives of this study, examining problems in services provided by The Office of General Education and Innovative Electronic Learning, Suan Sunandha Rajabhat University, Thailand, are to examine problems in services provided by the Office, and to determine the differences in problems in services provided by offices of the University, from the perspective of the users of services provided by the Office. A set of questionnaires was distributed to a sample of 450 responders.

Frequencies, percentages, mean values, and standard deviations of different scores obtained by the questionnaires were calculated. It was found that a larger portion of the responders were female. There were 320 (71.1 per cent) female responders, and 130 (28.9 per cent) male responders. Of all responders, 315 persons (70 per cent) were undergraduate students, 75 persons (16.67 per cent) were support personnel, 45 (10 per cent) were academic staff, and 15 persons (3.33 per cent) were visitors.

Examining the answers to the questionnaires regarding problems in services provided by The Office of General Education and Innovative Electronic Learning, Suan Sunandha Rajabhat University, it was found that, in terms of information resources (i.e., books and electronic media), the modernness of the available information resources was rated high (mean value = 4.21). In terms of service quality, the correctness, convenience, and responsiveness of the services were rated high (mean value = 4.17). In terms of service personnel, knowledge and ability of personnel in providing advice was rated high (mean value = 4.10). In terms of facilities, the sufficiency of the number of classrooms and their service-readiness were rated high (mean value = 4.18). And in terms of public relations, the frequency where new services were publicized was rate high (mean value = 4.28).

**Keywords:** Problems, Services, The Office of General Education and Innovative Electronic Learning

## **INTRODUCTION**

Service refers to an act of helping or an operation towards the benefit of another party. A good service could impress customers, enhancing the organization's reputation, to the benefit of the organization. Behind every success, one often finds support of good services, such as public relation and academic services. Good services both improves the brand image of an organization and satisfies customers, creating good impressions and brand loyalty.

The Office of General Education and Innovative Electronic Learning, Suan Sunandha Rajabhat University, Thailand, is an office responsible for organizing general education courses. It uses information technology to facilitate the management of these courses, in accordance with the vision of National Education Act B.E. 2542 (1999), and the vision in human resource development of the 9th National Economic and Social Development Plan. The mission of the Office was to organize all general education courses for regular-program students using Suan Sunandha Large Group Instructional system. The Office of General Education and Innovative Electronic Learning, which has a mission of providing information technology services to facilitate the teaching, in accordance with the University's policy regarding research and development of creative teaching strategies, uses technology as the medium for teaching, to maximize the benefits of the stakeholders. It coordinates with both the students and professors in organizing the courses, aiming to develop student-oriented knowledge transfer processes through the use of technology and the University's education network, in accordance with the strategies stipulated by the Office and by the University. The Office organizes general education course for regular-program undergraduate students, research and develop information technology-driven education innovations, and provide academic services to fulfill the needs of the institution and society, orienting the students towards those that can independently pursue knowledge and towards Thailand's ideal graduates.

This motivated the author to study current problems related to services provided by The Office of General Education and Innovative Electronic Learning, Suan Sunandha Rajabhat University, to determine the extent which visitors experience service-related problems. The scope of these problem include those related to the personnel – such as manner and friendliness – and to the facility – such as convenience, cleanliness, and security. Results could be used to improve the Office's strategies and action plans in the future, so it could better fulfill the needs of the visitors, creating a higher level of satisfaction, and improve the efficiency and effectiveness of its services.

## **OBJECTIVES**

1. To determine the satisfaction level in the services provided by The Office of General Education and Innovative Electronic Learning, Suan Sunandha Rajabhat University.
2. To study current problems and collect suggestions from visitors of The Office of General Education and Innovative Electronic Learning, Suan Sunandha Rajabhat University.

## **SCOPE**

The population of the study in the satisfaction in the quality of services provided by The Office of General Education and Innovative Electronic Learning consists of its visitors, which can be divided into 3 categories, namely:

- 3.1 University staff, including academic and support personnel
- 3.2 Undergraduate students of Suan Sunandha Rajabhat University
- 3.3 Visitors who are not affiliated to the University

## **DEFINITIONS**

Problems refer anything that prevents The Office of General Education and Innovative Electronic Learning from fulfilling the needs of its visitors.

Service provision refers to an act of performing a task or procedure by an individual or an organization that fulfils the needs of another individual, and results in the latter's satisfaction in the effect of the performed task or procedure.

The Office of General Education and Innovative Electronic Learning is an office that is responsible for organizing general education courses and that supports the organization of teaching activities, using appropriate communication or information technology, in accordance with National Education Act B.E. 2542 (1999) and with the strategy for developing human resources of the 9th National Economic and Social Development Plan. The mission of the Office was to, through the use of Suan Sunandha Large Group Instructional system, organize a total of 12 general education courses for regular-program students.

Henceforth, the University refers to Suan Sunandha Rajabhat University.

## **EXPECTED OUTCOMES**

1. Recognition of problems and suggestion of visitors regarding the quality of services provided by The Office of General Education and Innovative Electronic Learning
2. Recognition of ways to improve and develop services provided by The Office of General Education and Innovative Electronic Learning

## **MATERIALS AND METHOD**

This study is an exploratory study aimed to examine current problems of services provided by The Office of General Education and Innovative Electronic Learning, Suan Sunandha Rajabhat University.

### **6.1 Method**

1. Questionnaires were used to collect general information about the responders
2. Current problems of services provided by The Office of General Education and Innovative Electronic Learning were analyzed
3. Questionnaires were used to survey the visitors' opinions and collect their suggestions

## RESULTS

The results below came from our data analysis, which was divided into 3 parts.

Part 1 consisted of results from the analysis of general information of the sample group.

Part 2 consisted of results from the analysis of current problems in services provided by The Office of General Education and Innovative Electronic Learning, Suan Sunandha Rajabhat University.

Part 3 consisted of results from stepwise multiple regression analysis.

Part 1: Results from the analysis of general information of the sample group

It was found that most of the responders were female, totalling 320 persons (71 per cent), compared to 130 male responders (29 per cent). In terms of the category of the visitors, 315 persons (70 per cent) were undergraduate students, 75 persons (17 per cent) were support personnel, 45 persons (10 per cent) were academic personnel, and 15 persons (3 per cent) were visitors without affiliation to the University.

Part 2: Results from the analysis of current problems in services provided by The Office of General Education and Innovative Electronic Learning, Suan Sunandha Rajabhat University  
**Table 1** Mean scores of aspects related to information resources (i.e., books and electronic media) in the study on problems in services provided by The Office of General Education and Innovative Electronic Learning, Suan Sunandha Rajabhat University

<b>Aspects related to information resources (i.e., books and electronic media)</b>	<b>x</b>	<b>S.D.</b>	<b>Nominal description</b>
1.The information resources meet my needs	4.04	0.74	high
2.The contents of the information resources cover all subjects	4.07	0.76	high
3. The information resources are modern and up-to-date	4.21	0.72	high
<b>Total</b>	<b>4.06</b>	<b>0.74</b>	<b>high</b>

Table 1 shows the mean scores and standard deviations of the current problems in services provided by The Office of General Education and Innovative Electronic Learning, Suan Sunandha Rajabhat University related to information resources. It was found that the overall satisfaction level was high. The overall mean score was 4.06. Examining the components, in order of satisfaction scores, the modernness and up-to-datedness of the resources were scored 4.21, the completeness of the contents over every subject was scored 4.07, and fulfilment of the users' needs was scored 4.06. Nominal ratings in all above aspects were high.

**Table 2** Mean scores of aspects related to service quality and procedures in the study on problems in services provided by The Office of General Education and Innovative Electronic Learning, Suan Sunandha Rajabhat University

<b>Aspects related to service quality and procedures</b>	<b>x</b>	<b>S.D.</b>	<b>Nominal description</b>
1.Ease-of-understanding of the service procedures	4.13	0.81	high
2.Convenience of using the services and their responsiveness and correctness	4.17	0.73	high
3.Ease-of-use and speed of the online services	4.09	0.87	high
4.Appropriateness of the opening time	4.11	0.92	high
<b>Total</b>	<b>4.15</b>	<b>0.78</b>	<b>high</b>

Table 2 reports the mean scores and standard deviations from the study on problems in services provided by The Office of General Education and Innovative Electronic Learning in aspects related to its service quality and procedures. It was found that the overall satisfaction level in aspects related to service quality and procedures was high, having a mean score of 4.15. Examining the components, in order of satisfaction scores, the convenience of using the services and their responsiveness and correctness were scored 4.17; the ease-of-understanding of the service procedures was scored 4.13; the appropriateness of the opening time was scored 4.11; and the ease-of-use and speed of the online services were scored 4.09. Nominal rating in all above aspects were high.

**Table 3** Mean scores of aspects related to service personnel in the study on problems in services provided by The Office of General Education and Innovative Electronic Learning, Suan Sunandha Rajabhat University

<b>Aspects related to service personnel</b>	<b>x</b>	<b>S.D.</b>	<b>Nominal description</b>
1.Friendliness of the service personnel	4.05	0.76	high
2.Knowledge and quality of advice given by the service personnel	4.10	0.75	high
3.Enthusiasm of the service personnel	4.00	0.73	high
4.Manner of the service personnel	4.01	0.75	high
<b>Total</b>	<b>4.07</b>	<b>0.76</b>	<b>high</b>

Table 3 shows the mean scores and standard deviations from the study on problems in services provided by The Office of General Education and Innovative Electronic Learning, Suan Sunandha Rajabhat University in aspects related to service personnel. It was found that there was a high level of satisfaction in the overall service personnel, having a mean score of 4.07. Examining different components, it was found that, in order of their mean scores, knowledge and quality of advice given by the service personnel had a mean score of 4.10; friendliness of the service personnel had a mean score of 4.05; manner of the service personnel

had a mean score of 4.01; and enthusiasm of the service personnel had a mean score of 4.00. The scores of all components above translated to a high rating.

**Table 4** Mean scores of aspects related to facilities in the study on problems in services provided by The Office of General Education and Innovative Electronic Learning, Suan Sunandha Rajabhat University

Aspects related to facilities	x	S.D.	Nominal description
1.Cleanliness, tidiness, and modernness of the facility	4.12	0.72	high
2.Number of service-ready classrooms	4.18	0.72	high
3.Suitability of the temperature and lighting	4.06	0.74	high
4.Satisfaction in the overall facilities	4.01	0.76	high
<b>Total</b>	<b>4.04</b>	<b>0.73</b>	<b>high</b>

Table 4 shows the mean scores and standard deviations from the study on problems in services provided by The Office of General Education and Innovative Electronic Learning, Suan Sunandha Rajabhat University in aspects related to facilities. A high level of satisfaction in facilities was found, having a mean score of 4.04. The components, in order of their mean scores, included number of service-ready classrooms, having a mean score of 4.18; cleanliness, tidiness, and modernness of the facilities, having a mean score of 4.12; suitability of the temperature and lighting, having a mean score of 4.06, and satisfaction on the overall facilities, having a mean score of 4.01. Nominal rating in all above aspects were high.

**Table 5** Mean scores of aspects related to public relations in the study on problems in services provided by The Office of General Education and Innovative Electronic Learning, Suan Sunandha Rajabhat University

Aspects related to public relations	x	S.D.	Nominal description
1.Completeness of information in announcements on the web site of The Office of General Education and Innovative Electronic Learning provide	4.24	0.72	high
2.Promotion of new events and services	4.28	0.80	high
3.Clarity of notice boards and announcements	4.19	0.76	high
4.Variety of information outlets	4.20	0.72	high
<b>Total</b>	<b>4.21</b>	<b>0.72</b>	<b>high</b>

Table 5 shows the mean scores and standard deviations from the study on problems in services provided by The Office of General Education and Innovative Electronic Learning, Suan Sunandha Rajabhat University in aspects related to public relations. It was found that there was a high level of satisfaction in public relations, having a mean score of 4.07. For the

components, in order of their mean scores, promotion of new events and services had a mean score of 4.28; completeness of information in announcements on the web site of The Office of General Education and Innovative Electronic Learning provided had a mean score of 4.24; variety of information outlets had a mean score of 4.20; and clarity of notice boards and announcements had a mean score of 4.19. Nominal rating in all above aspects were high.

## CONCLUSION

In terms of the genders of the visitors to The Office of General Education and Innovative Electronic Learning, Suan Sunandha Rajabhat University, we found that a larger proportion of responders were female. 320 responders (71 per cent) were female and 130 (29 per cent) were male.

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In Part 2, we analyzed different factors of the current problems in services provided by The Office of General Education and Innovative Electronic Learning, Suan Sunandha Rajabhat University. These included information resources, service quality and procedure, service personnel, facilities, and public relations. The results were as follows.

In the study of problems related to information resources (i.e., books and electronic media) in services provided by The Office of General Education and Innovative Electronic Learning, different components were considered. These included, in order of their mean scores, modernness and up-to-datedness of the information resources, having a mean score of 4.21; coverage of the contents of the information resources in all subjects, having a mean score of 4.07; and fulfilment of the users' needs, having a mean score of 4.06. Nominal rating in all above aspects were high.

In the study of problems related to service quality and procedure of The Office of General Education and Innovative Electronic Learning, different components were considered. These included, in order of their mean scores, convenience of using the services and their responsiveness and correctness, having a mean score of 4.17; ease-of-understanding of the service procedure, having a mean score of 4.13; appropriateness of the opening time, having a mean score of 4.11; and ease-of-use and speed of the online services, having a mean score of 4.09. Nominal rating in all above aspects were high.

In the study of problems related to service quality and procedure of The Office of General Education and Innovative Electronic Learning, different components were considered. These included, in order of their mean scores, knowledge and quality of advice given by the service personnel, having a mean score of 4.10; friendliness of the service personnel, having a mean score of 4.05; manner of the service personnel, having a mean score of 4.01; and enthusiasm of the service personnel, having a mean score of 4.00. Nominal rating in all above aspects were high.

In the study of problems related to facilities of The Office of General Education and Innovative Electronic Learning, different components were considered. These included, in order of their mean scores, number of service-ready classrooms, having a mean score of 4.18; cleanliness, tidiness, and modernness of the facility, having a mean score of 4.12; suitability of

the temperature and lighting, having a mean score of 4.06; and satisfaction in the overall facilities, having a mean score of 4.01. Nominal rating in all above aspects were high.

In the study of problems related to public relations of The Office of General Education and Innovative Electronic Learning, different components were considered. These included, in order of their mean scores, promotion of new events and services, having a mean score of 4.28; completeness of information in announcements on the web site of The Office of General Education and Innovative Electronic Learning provide, having a mean score of 4.24; variety of information outlets, having a mean score of 4.20; and clarity of notice boards and announcements, having a mean score of 4.19. Nominal rating in all above aspects were high.

### **Recommendations for future studies**

1. Studies on factors affecting services provided by The Office of General Education and Innovative Electronic Learning, Suan Sunandha Rajabhat University should be conducted.
2. Future studies could focus on the satisfaction of visitors to The Office of General Education and Innovative Electronic Learning, Suan Sunandha Rajabhat University
3. Studies focusing on performance, in accordance with a service quality development plan formulated using the results this study on current problems in services provided by The Office of General Education and Innovative Electronic Learning, Suan Sunandha Rajabhat University, should be conducted as a follow up.

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